

IDEAS FOR SPECIAL EVENTS

Each year, communities throughout the country develop a variety of creative ways to commemorate National Crime Victims' Rights Week (NCVRW). From festivals to educational forums, art displays to tree plantings, marches to memorials to media outreach, diverse groups with a variety of experiences, knowledge, and skills create their own traditions to honor, engage, and advocate for victims. In anticipation of NCVRW, your organization has the opportunity to reach out to other local groups and coordinate events that honor crime victims and raise awareness of victims' issues within the community.

To support these efforts, the Office for Victims of Crime, in conjunction with the National Association of VOCA Assistance Administrators, offers funding assistance through its Community Awareness Projects initiative. Each year, funds are awarded to help communities create their own projects based on criteria including collaboration, innovation, community impact, media involvement, and experience with victims' issues. As you plan your 2021 activities, be inspired by last year's projects and look for ways to honor the history of victim services and create hope for our future initiatives. (See <https://navaa.org/community-awareness-project> and join the NCVRW subscription list to receive information about 2022 funding opportunities.)

Advertising Campaigns

- The Southern Arizona Children's Advocacy Center created a radio campaign and web page to raise awareness within the community about services available to victims of crime. The 30-second radio spots aired during prime listening times on three local radio stations.
- The City of Jonesboro, Arkansas, hosted a public awareness campaign that kicked off with the mayor of the city offering a public proclamation. The city also launched a public NCVRW billboard campaign, displayed NCVRW banners and posters in front of the city's police department and other public buildings, and distributed promotional items such as pens, tote bags, cups, shirts, and battery-operated candles.

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- The Arkansas 16th Judicial District Victims Assistance Project partnered with the city and county governments to distribute NCVRW totes and bookmarks to the public. The totes were used to deliver groceries, and the bookmarks were included in the deliveries. The remainder of the totes and bookmarks were distributed to the public.
- In California, the Northridge Hospital Foundation conducted a social media campaign sharing victims' rights tips on Facebook and Twitter, and distributed printed materials and promotional tote bags. They also used a 40-foot bus to display a 31-foot electronic billboard showcasing the messaging for 2020 NCVRW.
- Intervention, Inc., of Colorado, partnered with a local nonprofit film company to create a professional, mass-media public service announcement (PSA) about Colorado Constitutional Victims' Rights and available victim services. The PSA included survivors of violent and non-violent crime, and was available in several languages.
- The District of Columbia Forensic Nurse Examiners (DCFNE) conducted a social media campaign about NCVRW and crime victims' rights, and placed informative bus cards inside public buses and metro stations. DCFNE also sent outreach postcards to Washington, DC, residents in low-income neighborhoods to inform them about crime victims' rights and how to access services.



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- The Alaska Native Justice Center developed informational brochures to raise public awareness of crime victims' rights and resources in the Anchorage area. They distributed 1,000 brochures in two population centers—the Municipality of Anchorage and Wasilla. They also conducted an outreach campaign at key locations in Anchorage and Wasilla, and distributed promotional items such as brochures and awareness pins.
- The Network for Victim Recovery of DC (NVRDC) conducted extensive social media outreach to engage provider partners and the community. Each day of NCVRW, NVRDC's social media posts related to a specific theme connected to different aspects of crime victims' rights. NVRDC also tagged and highlighted the services available from local partner organizations whose work was relevant to that day's theme.
- The Cobb County District Attorney's Office produced two videos highlighting the importance of NCVRW, victim service providers, and home safety for children. They also created "Kids Safety Kits" filled with promotional items and delivered them to community partners to be distributed to children in the county. Promotional items included pens, imprinted crayons, hand sanitizers, slide-lock supply pouches for kids, whistle keys/flashlights, first aid pocket kits, and crime prevention coloring books.
- The Guam Office of the Attorney General put together promotional bags that included NCVRW shirts along with information about the Victim Service Center, VINE, the Criminal Injuries Compensation program, and the Victim Service Center Helpline. The bags were distributed to two emergency shelters for women and children, to patrons visiting the agencies within the International Trade Center building, and to the Mayor's offices that assist the community through a drive-through food line.
- In Indiana, the Vanderburgh County Prosecutor's Office created a media campaign and produced several NCVRW PSAs involving their community partners. The commercials aired on several local television stations.
- Iowa Safe Schools focused their NCVRW awareness activities on developing resources that could be easily disseminated while social distancing. They created NCVRW posters and stickers containing crisis line information and sent them to school counselors throughout Iowa, along with electronic resources to help ensure that school counselors and educators had the information necessary to answer students' questions about the resources. Iowa Safe Schools also used Facebook to disseminate information on available online resources.
- Deaf Iowans Against Abuse, Inc., (DIAA) produced an accessible public service announcement in American Sign Language, with captioning, to promote awareness of NCVRW. They also developed a social media campaign for Facebook, and distributed promotional magnets, stickers, chopsticks, and postcards.
- As part of their awareness campaign, La Luz Hispana, located in Iowa, created social media posts containing outreach information in Spanish and English. They also printed promotional tote bags to deliver emergency items to vulnerable clients.
- In Kentucky, the Lotus Children's Advocacy and Sexual Violence Resource Center conducted an outreach and awareness campaign that included television PSAs and targeted social media and video marketing. They also distributed yard signs that were displayed in neighborhoods throughout the eight-county region.
- In Jefferson Parish, Louisiana, the District Attorney's Office created a website and social media campaign promoting NCVRW and crime victim services. They also developed billboards to be displayed along major highways.
- The District Attorney's Office for the 22nd Judicial District of Louisiana created three digital billboards and a regular billboard promoting crime victims' rights.
- The Kennebunk (Maine) Police Department distributed tote bags throughout the community that contained promotional items such as keyrings, water bottles, magnifier bookmarks, and stickers; as well as information about different victimization types and available resources. The department also produced a memorabilia product for a local domestic violence

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organization that serves victims of domestic violence, sexual assault, and child abuse.

- Minnesota's Safe Haven used social media and traditional media messaging, bus transit advertising, and high-profile bathroom signs posted throughout Duluth and the surrounding region to educate the general public about the rights and services for victims of all types of crimes.
- In Minnesota, Advocates Against Domestic Abuse dba HOPE (Healing Opportunity Provided Equally) partnered with four local victim service organizations to provide victims' rights awareness and outreach. The partners created NCVRW brochures, reusable grocery totes, and t-shirts that were distributed at area food stores and victim service offices.
- The Victim Services Unit of the St. Louis Circuit Attorney's Office translated a brochure and flier on victims' rights and services into languages prevalent in the St. Louis region: Spanish, Arabic, and Bosnian. The brochures included information about Missouri Constitutional Victim Rights, Missouri's Victim Automated Notification System, the Missouri Crime Victim Compensation Program, and the Victim Services Unit's programs and services, and how to access them. It also provided information on interpreter services available to victims of all types of crime. The brochures and fliers were delivered to five agencies to distribute to clients who have limited English proficiency, in order to increase awareness of victims' rights and available resources to victims of all types of crime within the immigrant community.
- The Missouri Department of Public Safety, Crime Victim Services/Juvenile Justice Unit, promoted the Missouri's Crime Victims' Rights Week observance and ceremony via radio PSAs and daily social media posts.
- The Montana Department of Justice, Office of Consumer Protection & Victim Services (OCPVS), produced two 30-second radio ads and two 30-second television ads featuring a domestic violence survivor and a member of OCPVS staff. The ads encouraged crime victims to seek justice and learn about their

rights, while promoting OCPVS as a state agency that can assist victims of crime in their recovery.

- The Las Vegas Metropolitan Police Department's awareness activities were aimed at visitors to the department's Headquarters, ten Area Commands, and the Family Justice Center. Victim advocates distributed copies of the Southern Nevada Crime Victims' Rights Handbook along with stress balls, to alleviate tension as people waited in long lines to file reports or access services, due to social distancing. The Crime Victims' Rights Handbook proved to be so successful that it was posted on the department website for access throughout the year.
- In Passaic County and Paterson City, New Jersey, a digital billboard promoting NCVRW was erected above an interstate that bisects the city, potentially reaching tens of thousands of people each day. Additionally, NCVRW buttons and pens were distributed to Passaic County staff and community victim service providers.
- In New York, the Korean American Family Service Center, Inc., (KAFSC) launched a mass media campaign to raise awareness of NCVRW in Korean newspapers, radio, and television. KAFSC placed full-page ads in *The Korea Times*, participated in radio interviews to discuss NCVRW and crime victims' rights, and worked with a local Korean television station to produce a 40-second PSA that aired five times a day for the entirety of NCVRW. KAFSC also used its social media platforms to raise awareness of NCVRW, Sexual Assault Awareness Month, and Teen Dating Violence Awareness, with messages in Korean and English. Members of KAFSC's Youth Community Project Team researched, planned, and designed the final graphic art used for the campaign.
- The New York Crime Victims' Assistance Task Force hosted a virtual candlelight memorial and used social media and other web-based venues to educate the public about crime victims' rights. The task force also distributed memorial lapel pins, NCVRW information cards, and other promotional items.
- In support of NCVRW, the North Carolina Victim Services Interagency Council designed, printed, and



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mailed the *NC Crime Victims' Rights Resource Guide*. They also created an online version in English, and an abridged Spanish version.

- The Dakota Children's Advocacy Center in North Dakota created and distributed a 15-second video to raise awareness about NCVRW. The campaign reached more than 70,000 individuals and generated 126 page views of the center's webpage on victims' rights.
- In Ohio, the Stark County Victims' Rights Coalition created five billboards that were displayed county-wide during the month of April. Similar designs were displayed on five public buses. The coalition also created a rack card with information on victims' rights and local and state resources. Finally, promotional items such as notebooks and stress balls were distributed at local victim service agencies, county agencies, and through law enforcement.
- In Oklahoma, the Sequoyah County Sheriff's Office created 80 pre-recorded radio spots featuring the county Sheriff, who emphasized the importance of NCVRW and that every victim of crime has protected rights. The Sheriff's Office also used social media and partnered with the Sequoyah County Coordinated Community Response Team to shine a light on victims of crimes and their needs and rights.
- The Oregon Department of Justice, Crime Victim and Survivor Services Division, distributed information through a printed calendar, available in both English and Spanish. Each month highlights a specific category of rights, including informational rights, privacy rights, and protection rights. The calendar provides information about Oregon's Crime Victims' Rights in an easily digestible format with a lasting presence.
- The Puerto Rico Health Justice Center, San Juan Bautista School of Medicine, created an NCVRW social media campaign for Facebook and Instagram that promoted services to victims of crime. The campaign integrated 13 nonprofit and government organizations, and included informative video capsules related to the services offered by each institution. Also, on a daily basis, the campaign disseminated a variety of educational resources to promote awareness of victims' rights, and the roles and responsibilities of community- and system-based crime victim advocates, among other important topics.
- In Tennessee, 7th Well created a social media campaign to raise public awareness about rights and services for victims of crime using the organization's Facebook and Instagram pages. 7th Well also distributed NCVRW promotional items such as bandanas, foam puzzles, fliers, and print materials to clients receiving services.
- In Texas, the Greater Austin Crime Commission developed three 60-second Spanish-language PSAs letting people know that if they are the victim of a crime, they have rights and support is available to them. During NCVRW, the PSAs aired a total of 92 times on 2 Spanish radio stations.
- Friendship of Women, Inc., in Texas, produced informational brochures, bookmarks, and social media ads in English and Spanish to help raise awareness and promote NCVRW. They also distributed 300 tote bags containing information and promotional items—such as brochures, bookmarks, notepads, tote bags, pens, and water bottles—to three community “hot spots.”
- The Virginia Victim Assistance Network (VVAN) created PSAs promoting NCVRW that were aired on four radio stations. One of the stations aired the announcement in Spanish, and another placed an NCVRW ad in their e-newsletter. VVAN also shared NCVRW content on their Facebook page and added a custom NCVRW banner to their website.
- In Wisconsin, Eau Claire County Victim Witness Services used an electronic billboard to promote NCVRW at the entrance to a park in the city that is near a busy intersection. They also distributed 2,200 reusable NCVRW grocery tote bags.
- In Wyoming, the Compass Center for Families used social and traditional media to educate the community about crime victims' rights and services, including support, resources, and restitution. Messaging focused largely on the Wyoming Crime Victims Bill of Rights.

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Art Displays, Video Screenings, and Cultural Events

- The Network for Victim Recovery of DC (NVRDC) developed a two-video series highlighting crime victims' rights and resources in the District of Columbia. One video was developed for the general public and explains crime victims' rights in accessible, straightforward language. The second video targets allied professionals who work with crime victims, and provides tips for helping clients understand their rights and identify when those rights are not being respected by the criminal justice system.
- In Michigan, LACASA hosted a virtual screening followed by a panel discussion and the presentation of NCVRW awards. The event featured panelists from various institutions in the community, and a keynote speech from Equality Michigan on addressing intersectionality. LACASA also distributed promotional items to various businesses, institutions, law enforcement agencies, and courts to share with the victims/survivors they serve.

Award and Recognition Ceremonies

- Sexual Offense Support (SOS) at the University of Delaware used social media and member organizations of the Victims' Rights Task Force (VRTF) of Delaware to educate the community about NCVRW. The VTRF of Delaware announced the recipients of its annual awards via email and social media, and the survivor who would have been the speaker at Delaware's Annual Victims' Tribute and Candlelight Vigil event provided a video statement, which also was shared via email and social media. Both the survivor statement video and a video of the Governor's Proclamation Signing for NCVRW were shared with Delaware legislators, many of whom shared on their platforms.
- On behalf of the Rhode Island Crime Victim Service Provider Steering Committee, Family Service of Rhode Island (FSRI) streamed their live victim service awards ceremony on their Facebook page and YouTube channel. Victim services professionals and advocates were presented with engraved award plaques for the

honorees, as well as NCVRW promotional items. FSRI also printed a Rhode Island-specific resource guide for victims/survivors and their families.

Community Awareness and Engagement Events

- The City of Beatrice, Nebraska, sponsored an NCVRW "Community Cruze" that lasted more than 2 hours, where hundreds of cars drove through the city. The "cruze" route passed by the county sheriff's office, where NCVRW vinyl banners were on display.
- In West Virginia, staff from the Young Women's Christian Association (YWCA) Wheeling appeared on a local radio show to educate the community about NCVRW and why it is important. They also held a movie screening for building residents, followed by a discussion on domestic violence and available resources. Lastly, YWCA held a scavenger hunt where participants were given clues that led them to local agencies, organizations, and resources that assist crime victims, ensure the rights of crime victims, and inspire hope with free resources.
- Homicide Survivors, Inc., (HSI) partnered with local victim assistance agencies in Southern Arizona to host a series of NCVRW events. First, they premiered a video called "We're Still Here," to let survivors know that services are still available and to advise of changes, such as online support groups. Then they highlighted unsolved homicides in their "Seeking Justice: Unsolved Case Highlights" series. Next, HSI's Executive Director, Court Advocate, and in-house Legal Counsel shared a pre-recorded virtual discussion on Zoom regarding HSI's criminal and civil legal advocacy program. HSI also hosted "Inspire Hope: Survivor Spotlights," featuring crime survivors who went live on Facebook to share their experiences of losing a loved one to homicide.
- In Florida, the Area Agency on Aging of Palm Beach (AAPB)/Treasure Coast Elder Rights Center hosted a virtual presentation to commemorate NCVRW titled, "Financial Institutions Fighting Fraud," featuring two guest speakers from Bank of America and iThink



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Financial Credit Union. The presentation highlighted typical fraud and scam tactics that target older adults, and gave helpful information and tips for aging adults and their caregivers, and aging professionals.

- Atlanta Victim Assistance, Inc., (AVA) promoted awareness of victims' rights and services in Atlanta, Georgia, through a livestreamed Facebook community event. During the virtual event, AVA announced the release of the "Atlanta Victims Resource Guide." The guide features victims and their stories, as well as local resources such as counseling, housing, and specialized victim services. AVA distributed the guide on customized jump drives, which provide easy access to the resource.
 - In Hawaii, Child and Family Service hosted a community drive-thru event where several victim service providers distributed resources and information on services in the community. They also hosted a Zoom meeting with collaborating victim service providers from the Prosecutor's Office, Neighborhood Place of Kona, Catholic Charities, Kau Family Center, and the Legal Aid Society of Hawaii to discuss the needs of crime victims in West Hawaii.
 - Chelsea Collaborative hosted three virtual educational sessions on consumer education and victim rights, plus an in-person visit from the Massachusetts Attorney General. The collaborative worked with community members, crime victims, and a professional videographer to capture crime victims' stories and raise awareness in the larger community.
 - In Michigan, the Sheridan County Coalition Against Violence (ACCESS) hosted a panelist discussion with local law enforcement, family circuit court, nonprofit agencies, and a congresswoman to talk about different resources and ways to access services throughout the county. They also distributed mini resource cards to community members that are easily concealable, to protect survivors; and translated brochures to widen the agencies' reach to non-English speaking survivors.
 - In Mississippi, the Shafter Center for Crisis Intervention coordinated an "office challenge" throughout Forrest, Marion, Lamar, and Jones counties. In the weeks leading up to NCVRW, the committee members
- challenged different local businesses and offices to encourage employees to wear their 2020 NCVRW t-shirts (which were distributed beforehand) and take selfies to promote NCVRW. Nearly 800 t-shirts were distributed and more than 260 selfies were submitted. Each day of NCVRW, the center posted approximately 50 of the photos on their Facebook page.
 - In New York, SEPA Mujer used the initial broadcast of their new radio show, "Hay Mas Con," as an opportunity to promote NCVRW and victims' rights. They also hosted a 3-hour conference that was livestreamed on Facebook. At the end of the conference, SEPA Mujer asked participants to personally pledge to support victims of crimes and to help distribute NCVRW tote bags to food pantries.
 - In New York, Consumer Credit Counseling of Rochester (CCCR) coordinated and hosted three online virtual panel sessions to discuss victims' rights and provide information about crime prevention and resources available to crime victims. Prior to the sessions, CCCR sent a flier to panel participants to circulate within their organizations. They also ordered 250 workbooks for attendees of all of the panel sessions.
 - The Ohio Crime Victim Justice Center partnered with the Ohio Attorney General's Office and the United States Attorney's Office for the Southern District of Ohio to provide a free, virtual educational event to honor survivors and advocates who have worked diligently to protect crime victims' rights, and to inform the public about crime victims' rights and how to protect and enforce those rights. More than 250 people attended the virtual event, which has been viewed online more than 1,000 times.
 - In recognition of NCVRW, the Utah Office for Victims of Crime (UOVC) hosted a virtual "Paint One Nail Blue To Stand for Victims' Rights" campaign, which included a custom social media image frame and hashtag. They also encouraged the community to display NCVRW lawn signs and blue porch lightbulbs. UOVC included survivors, government officials, and local and state leaders in the campaign, which reached more than 13,000 people statewide and nationally. UOVC also partnered with Utah Survivors Podcast to dedicate

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an episode to providing information on victim's rights, awareness, and resources.

- The launch of the Wisconsin Transgender Education and Advocacy Coalition for Healing was scheduled to take place during NCVRW, and included a guest speaker and victim services resource fair. However, due to restrictions regarding large gatherings, the event was postponed, and all materials were handed out to collaborative partners and their clients.

Walks, Runs, and Rallies

- The Lake County State's Attorney's Office (LCSAO) held a virtual 5k walk throughout the county, after which members of the community posted their 5k walk photos and videos on Facebook to promote victims' right awareness. They also held a virtual NCVRW event highlighting victims' rights awareness that featured an inspirational speaker and promoted resources from social service agencies. Each day of NCVRW, LCSAO posted new information and videos in English and Spanish online, including the "Illinois Crime Victim's Bill of Rights" and the "2020 NCVRW Theme Video."
- Centro Multicultural La Familia of Michigan hosted an online event that included a virtual 5k walk. In advance of the event, participants received NCVRW t-shirts, bags, keychains, and marketing materials. Participants who sent back photos were featured on the Facebook event page.
- In Alabama, Victim Services of Cullman, Inc., hosted a "Ride for Justice" motorcycle ride through Cullman and Winston Counties to promote victims' rights and raise awareness of victim services. All participants received bags containing promotional items and information about victims' rights, public safety, and crime victim issues.
- Mothers Against Drunk Driving (MADD) Connecticut hosted a week-long series of virtual activities, including two virtual 5k walks. They also partnered with a local grocery store to host a Memorial Day Food Drive, with store staff helping to collect food and disseminate NCVRW tote bags, notebooks, and brochures to those who donated items. The store hosted MADD for a week

leading up to one of the virtual walks, allowing them to distribute NCVRW promotional items, brochures on the Constitutional Rights of Victims, and information about local victim service agencies and other available resources.

Vigils and Memorial Ceremonies

- Homicide Survivors, Inc., (HSI) held a virtual candlelight vigil for homicide survivors, which they shared on their YouTube page. Speakers included the Tucson Police Chief, Pima County Sheriff, a representative from the Pima County Attorney's Office, and two victims/survivors. The program also included a musical performance.
- Victims for Justice, in Alaska, kicked off NCVRW with their annual tree ceremony honoring those affected by violent crime, which was live-streamed. Attendees were invited to tie colored ribbons signifying different types of violent crime on branches to represent themselves or others who have been impacted by violent crime.
- In Indiana, the Fort Wayne Police Department (FWPD) hosted a virtual candlelight vigil on Facebook to commemorate victims/survivors. A portrait wall of homicide victims was displayed during the vigil, during which FWPD provided viewers with information about NCVRW and different types of crime. FWPD also created a media awareness campaign that included two digital billboards, ads in local newspapers, and NCVRW ads on pizza boxes and business invoices.
- The New York County District Attorney's Office hosted a virtual candlelight vigil designed to welcome and support victims and survivors of crimes throughout New York City, as well as their friends, families, and fellow community members. The vigil also recognized service providers in the fields of community advocacy, healing, and crime prevention; and featured performances by two choirs.
- In North Carolina, Destined to Win Ministries, Inc., held a candlelight vigil followed by a recognition/award ceremony, which included a screening of the NCVRW Theme Video. They also hosted a resource fair to distribute information and increase public awareness of victims' rights and services.



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- In South Carolina, the Lyman Police Department dedicated a “Garden of Hope” to crime survivors, providing a public space to sit and reflect privately. The garden is close to Pacific Place, where many child and adolescent violent crime survivors attend free art therapy. During the garden’s ribbon-cutting and dedication, the Mayor read an NCVRW Proclamation and other local law enforcement agencies, nonprofits, and community partners were on hand to provide information about their available services.

Youth and College Engagement

- In West Virginia, the Pocahontas County Outreach Office hosted a coloring contest for young students using NCVRW-themed activity sheets. Older students were invited to participate in an essay/poem contest

with the 2020 NCVRW theme. The contests were promoted via social media and were open to all children in the county. Pocahontas County Outreach Advocate conducted a video presentation on the history of victims’ rights, which was shared on the Family Refuge Center’s (FRC) Facebook page. The Monroe and Mercer County Outreach Offices held a week-long social media campaign to provide awareness of and resources for victims of various crimes. The Greenbrier County Outreach Office held their annual Beacon of Hope Ceremony, where FRC honored and presented a “Beacon of Hope” award to nine champions of victim rights from its four service counties. In lieu of an in-person ceremony, FRC employees recorded speeches for each recipient about his or her work as it relates to victim rights.

